

## STRATEGIC COMMUNICATIONS ON RESEARCH

- Health Science team (Phil Botham as lead) and Communications team (Sarah Hull as lead, Lisa Navarro as manager) develop the strategy and messages for each pending study.
- Proposed messages are reviewed and finalized by:
  - Phil Botham
  - Jonathan Sullivan
  - Kersten Mewes
- Strategy and messages are reviewed and agreed at the PILT
- Communications, regulatory and product safety teams execute the strategy
- PILT updated on results to reassess strategy

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## PQ SWAT TEAM (1/2)

- Purpose
  - To immediately triage the situation triggered by the release of a new study or news article
  - To determine the necessary actions and assign responsibilities to manage the matter short- and near- term
- Core team includes
  - Jonathan Sullivan, legal
    - (back-up?)
  - Sarah Hull, communications
    - Medard Schoenmaeckers, media
  - Richard Brown, stewardship
    - Lisa Navarro, issues management
  - Phil Botham, product safety
    - Andy Cook, technical support

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